

RFID Food Traceability

Swiftlet Nest Traceability with China

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| Malaysian Communications & Multimedia Commission |



Economic Transformation Programme

To provide a **better quality of life** for all in Malaysia using ICT applications

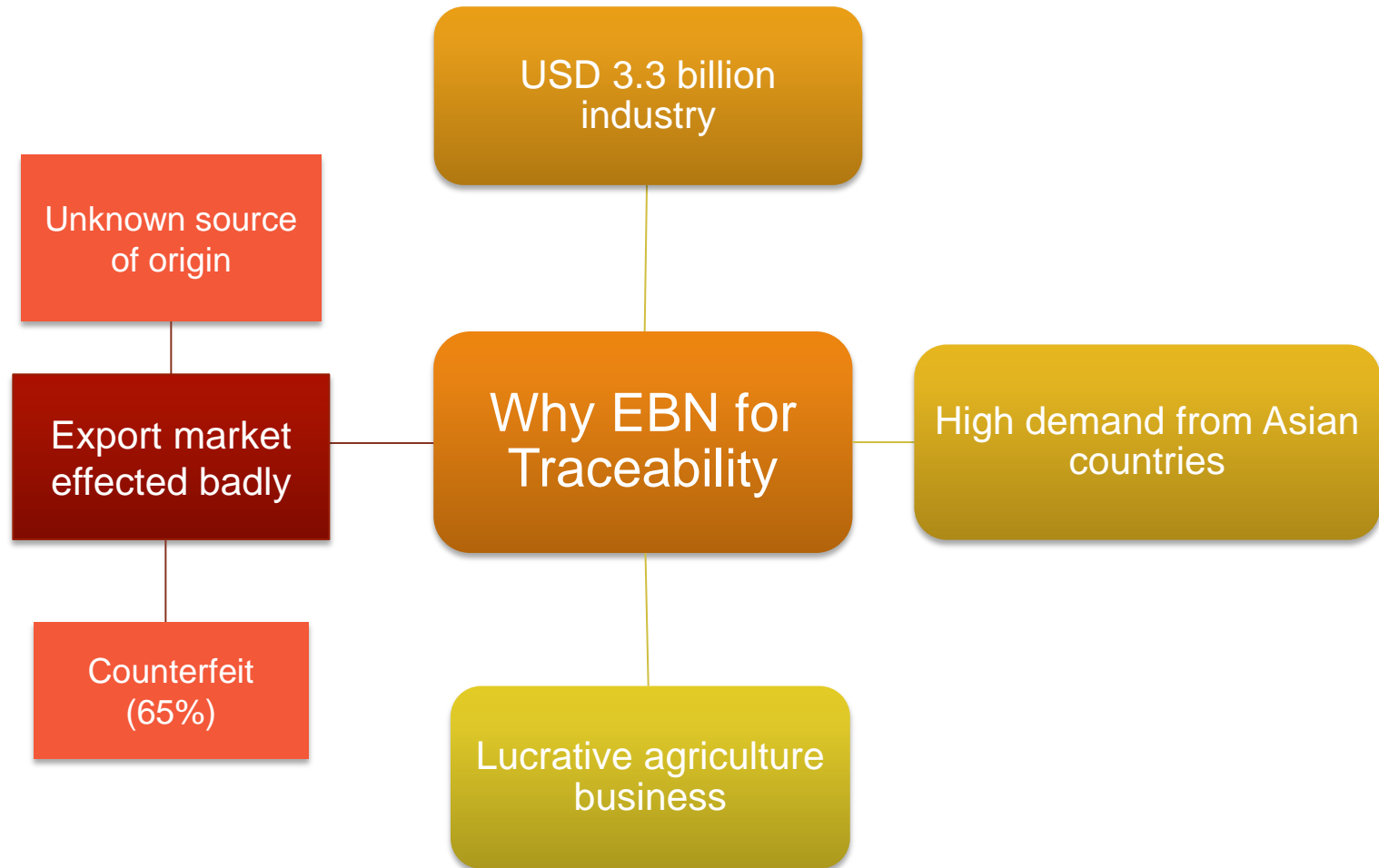
A large, light-colored downward-pointing arrow connects the first box to the second box.

To enable Malaysians to compete internationally by increasing productivity and sustainability through the adoption of intelligent ICT services and Internet of Things application

A large, light-colored downward-pointing arrow connects the second box to the third box.

Ultimately, to make Malaysia a high income nation by 2020 using broadband networks and ICT service

Why Edible Bird's Nest (EBN) Traceability?



EBN Traceability Objectives

International Standards

Create international EBN standards to improve visibility, quality and reliability of product exports

Authentication

Reduce and avoid counterfeiting and adulteration of EBN

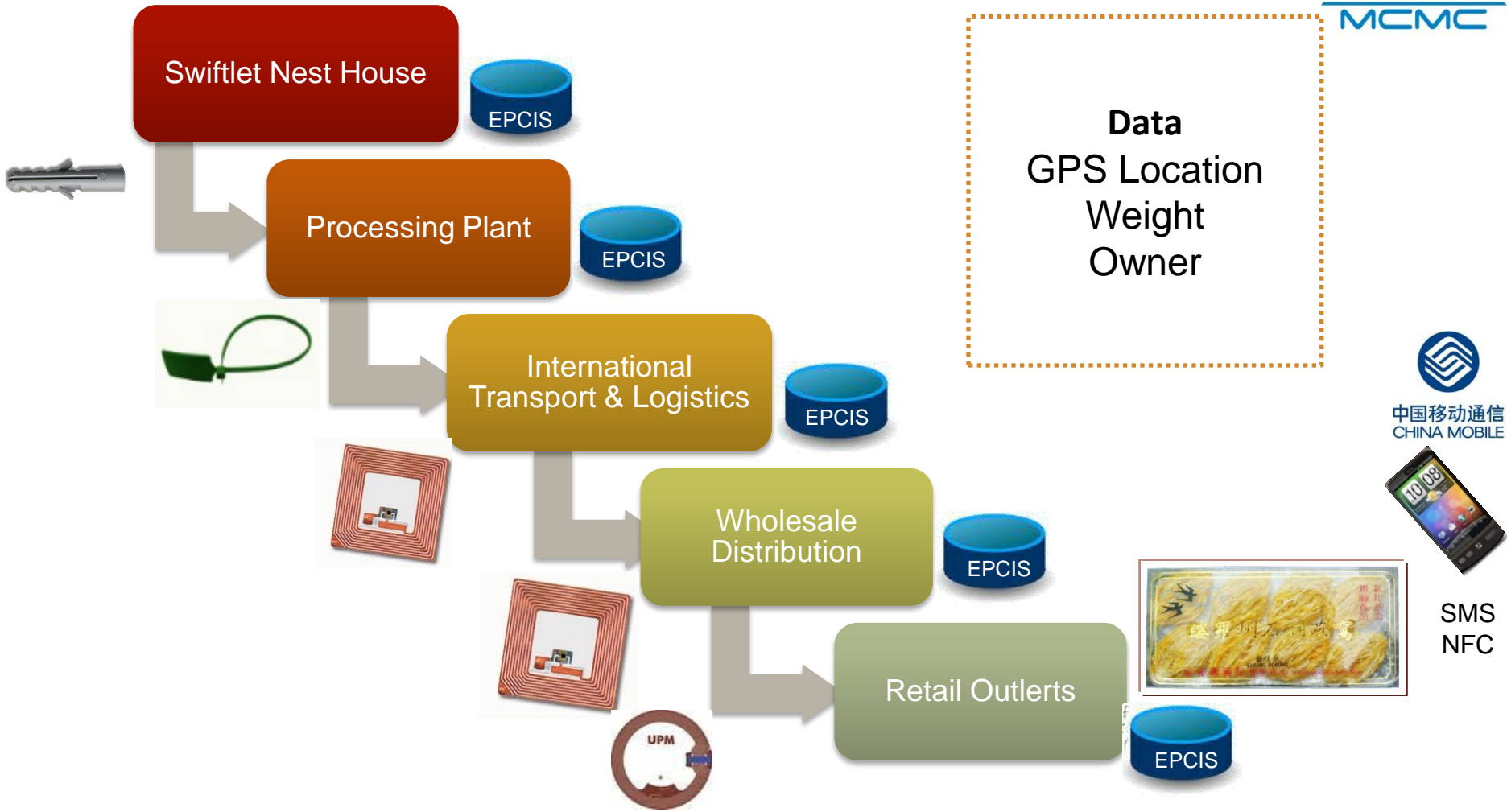
Brand Protection

Protect trusted brands from being misused

Consumer Satisfaction

Provide consumers of EBN value for money and certainty of quality of products when purchasing

5 Stage Process of Track and Trace



System Portal User Access



MALAYSIA ANIMAL TRACEABILITY SYSTEM



HOME

ABOUT US

CONTACT US



USER LOGIN

User ID:
Password: [Login](#)
[Register Now](#) [Forgot Password?](#)

KNOWING YOUR PRODUCTS

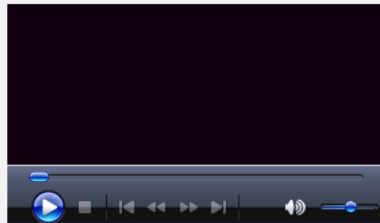
Visibility, Quality and Safety are key ingredients in the products we purchase.

But how often are we provided with these facility.

With MATS, consumers are now able to visibly trace and view the entire supply chain of the product from start to end.

[Read more..](#)

VIDEO LINKS



[Click to view large video..](#)

SERIAL NUMBER VERIFICATION

[Search](#)
Insert the 6 digit serial number found on the seal of your bird's nest package.

By using the search, consumers can view the entire traceability of the product purchased starting from its origin.

OUR OBJECTIVE

In collaboration with MCMC and DVS, we intend to set traceability standards in providing visibility in consumer goods.

The standards' describing the traceability involves the implementation of high followed by all participating technology and business processes to be players throughout the supply chain.

WELCOME AND JOIN US

Regardless if you're a bird's nest house owner, own a production plant, a logistics provider or even a retailer in the supply chain, we welcome you to join us in this project and together give consumers of edible bird's nest value for money and certainty for each of their purchase from Malaysia.

[Read more..](#)

Hurry! [Sign up](#) or contact us by filling the Quick Contacts.

QUICK CONTACTS

Name:
Email:
Message:
[Submit](#)

System Portal Track and Trace



MALAYSIA ANIMAL TRACEABILITY SYSTEM



PROCESS

COMPLIANCE

DELIVERY

ARRIVAL



Birdnest House : WORLD TRADE SYNERGIES SDN. BHD.
 Address : PEKAN, KUANTAN,
 : PAHANG, MALAYSIA.
 Location Map : [Click to view](#)

Processing Centre : WORLD TRADE SYNERGIES SDN. BHD.
 Address : E 2270 JLN. WONG JANG,
 : 25100 KUANTAN,
 : PAHANG, MALAYSIA.
 Location Map : [Click to view](#)

| Date/Time | Activities | Location |
|------------------------|------------|---|
| 20/05/2011 11:46:45 AM | HARVESTED | BIRDNEST HOUSE Map.. |
| 20/05/2011 2:45:45 PM | COLLECTED | PROCESSING CENTRE Map.. |
| 24/05/2011 2:22:43 PM | PACKED | PROCESSING CENTRE Map.. |
| 20/07/2011 | EXCEPTION | BIRDNEST HOUSE Map.. |

[Next Search](#)

Why

When

What

Where

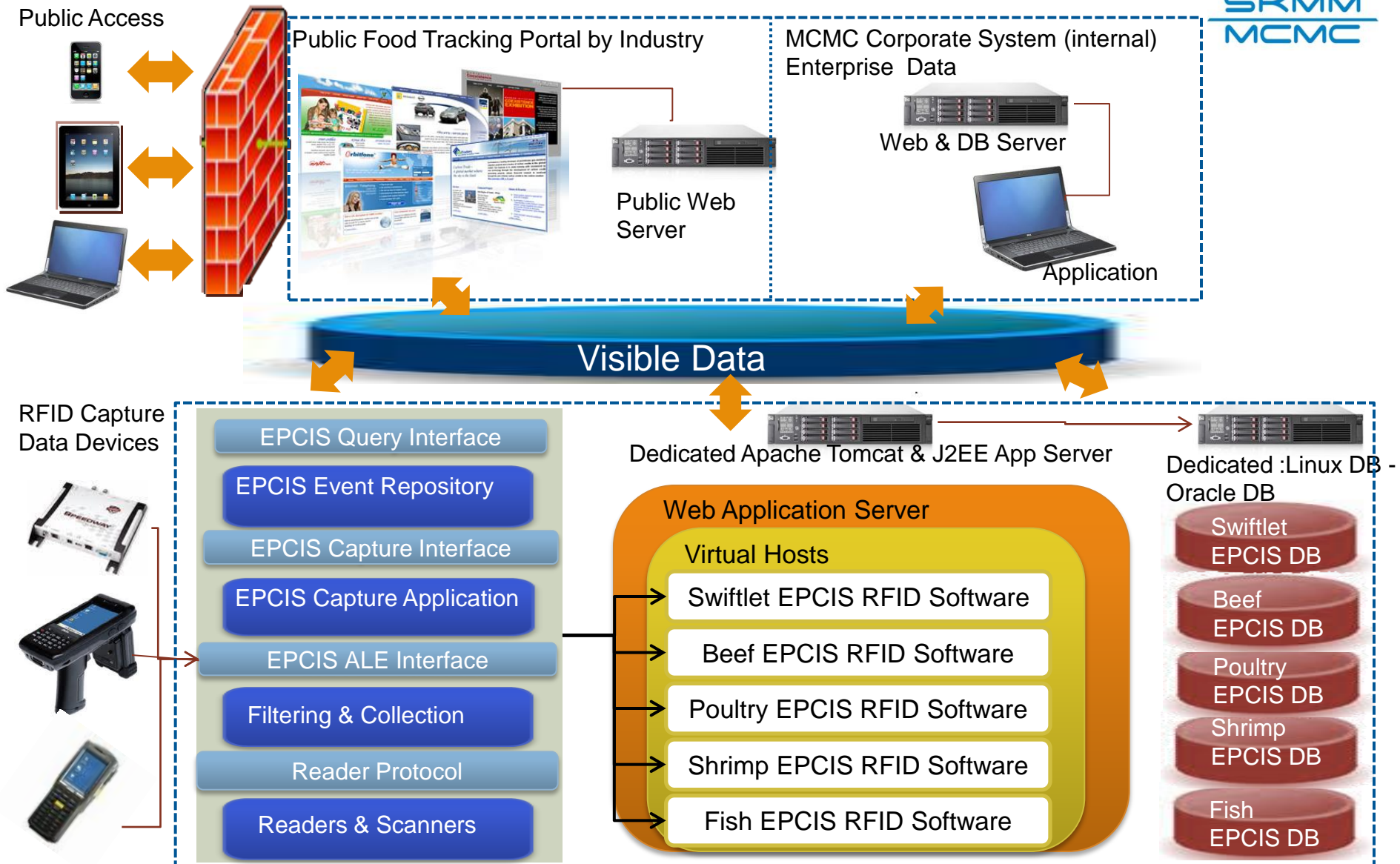
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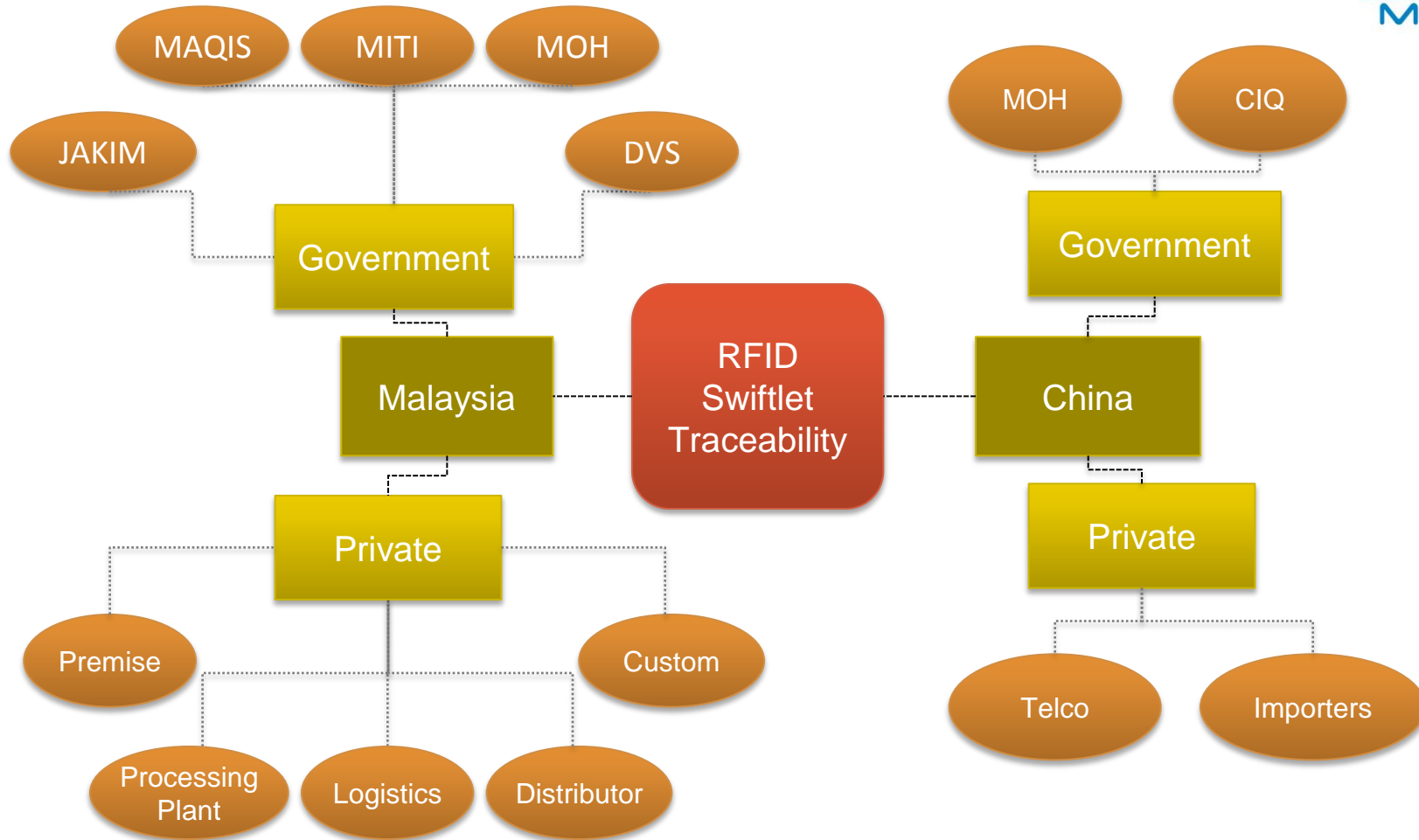
PEMANDU
 PERFORMANCE MANAGEMENT AND DELIVERY UNIT



MyEPCIS Concept



International Connectivity



THANK YOU

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